Assistant Professor of Finance David Eccles School of Business University of Utah Salt Lake City, UT 84112 801–587–3975 e.asparouhova@utah.edu Home: 2723 Sherwood Dr. Salt Lake City, UT 84108

Degrees

Ph.D. in Social Sciences, California Institute of Technology, Pasadena, California, 2004.

M.S. in Social Sciences, California Institute of Technology, Pasadena, California, 2000.

M.S. in Statistics, Sofia University, Sofia, Bulgaria, 1997.

B.S. (Mathematics Major), Sofia University, Sofia, Bulgaria, May 1995.

Academic Experience

University of Utah. Assistant Professor of Finance, 2004–present.

University of Utah. Instructor of Finance 2003–2004.

Publications

- Liquidity Biases in Asset Pricing Tests, with H. Bessembinder and I. Kalcheva, *Journal of Financial Economics*, 96: 215-237, 2010.
- Inference from Streaks of Random Outcomes: Experimental Evidence on Beliefs in Regime Shifting and the Law of Small Numbers, with M. Hertzel and M. Lemmon, *Management Science*, 55: 1766-1782, 2009.
- Modeling Price Pressure in Financial Markets, with P. Bossaerts, *Journal of Economic Behavior* and Organization, 72: 119-130. 2009.
- Competition in Lending: Theory and Experiments, Review of Finance, 10:189-219, 2006.
 \$ 2006 GSAM (Goldman Sachs Asset Management) Quant Prize for Best Paper published in the Review of Finance.
 \$ Lead article.
- Excess Demand And Equilibration In Multi-Security Financial Markets: The Empirical Evidence, with P. Bossaerts and C. Plott, *Journal of Financial Markets*, 6:1-21, 2003.
 > *Journal of Financial Markets* Best Paper Award in 2003.
 > Lead article.
- Rank Estimators for a Transformation Model, with T. Asparouhov, R. Golanski, K. Kasprzyk, and R. Sherman, *Econometric Theory*, 18:1099–1120, 2002.

Working Papers

- Noisy Prices and Inference Regarding Returns , with H. Bessembinder and I. Kalcheva. Revise and resubmit at *The Journal of Finance*.
- Cognitive Biases, Ambiguity Aversion and Asset Pricing in Financial Markets, with P. Bossaerts, J. Eguia, and W. Zame, Swiss Finance Institute Research Paper No. 09-20. Revise and resubmit at *The Journal of Political Economy*.
- Price Formation in Continuous Double Auctions, with Implications for Finance, with P. Bossaerts and J. Ledyard. Weak revise/Reject and resubmit at *Econometrica*.
- Experiments on Asset Pricing under Delegated Portfolio Management, with P. Bossaerts, J. Copic, B. Cornell, J. Cvitanic, and D. Meloso.
- Market Bubbles and Crashes as an Expression of Tension between Social and Individual Rationality: Experiments, with P. Bossaerts and Anh Tran.

Work in Progress

- An Experimental Investigation of Lucas' Asset Pricing Model, with P. Bossaerts, N. Roy, and W. Zame.
- Detecting Preferences for Sources of Uncertainty in Financial Market Experiments, with Soo Hong Chew, S. Pevnitskaya, and J. Sagi.
- Payout Policy, Investor Rationality, and Market Efficiency: Evidence From Laboratory Experiments, with M. Lemmon.

Dynamics in Markets with Adverse Selection.

Honors, Fellowships, and Grants

- National Science Foundation, for the project "Market Bubbles as Expression of Social Norms: Experiments," 2011-2013, Grant #SES-1061844, \$91,264.
- National Science Foundation, for the project "Experiments on Information and Information Processing in Financial Markets," 2006-2010, Grant #SES-0616645, \$116,610.
- University of Utah Seed Grant of \$14,500 for the project "Payout Policy, Investor Rationality, and Market Efficiency: Evidence From Laboratory Experiments," joint with M. Lemmon, 2005-2007.
- Best Paper Award in the Review of Finance for 2005-6.
- Best Paper Award in the Journal of Financial Markets for 2003.

Dissertation Fellowship, John Randolph Haynes and Dora Haynes Foundation, 2000-2001.

Hicks GRA, California Institute of Technology, 1999-2000.

Institute Fellowship, Sofia University, 1991-1996.

Conference and Seminar Presentations

- 2011–Australian National University, University of Sydney, University of New South Wales, University of Melbourne, Brigham Young University, Stanford, WFA meetings, Santa Fe (scheduled), SAET, Portugal (scheduled).
- 2010–Workshop in Honor of D. Ellsberg, Vienna, Austria; University of Miami; Experimental Finance Symposium, Gothenburg, Sweden; WFA meetings, Victoria (discussant).
- 2009–Hong Kong University of Science and Technology, National University of Singapore, Chapman University, Arizona State University, Utah State University, ESA Meetings in Washington DC, SAET Meetings in Ischia, Italy.
- 2008–University of Toulouse, University of Arizona.
- 2007–Penn State University.
- 2006–Behavioral Finance Symposium, Durham, England; WFA meetings, Keystone, CO (discussant); EFMA meetings, Madrid.
- 2005–University of Washington; WFA meetings, Portland; Conference on Experimental Finance: Individuals, Firms, and Financial Institutions, Federal Reserve Bank of Atlanta, European Summer Symposium in Financial Markets (Asset Pricing Week).
- 2004–EFA meetings, Maastricht; EFMA meetings, Basel; WFA meetings, Vancouver (discussant); Arizona State University; Experimental Software meeting, Caltech; University of Indiana; Behavioral Finance Conference at the University of Notre Dame (Discussant);
- 2003–University of Utah; Columbia Business School; University of Houston; Georgia State University; Tulane; Stanford Business School; UC Berkeley; Duke; UCSD.
- 2002–Review of Financial Studies Conference on Experimental and Behavioural Finance, Mannheim University, Mannheim, Germany.

Teaching Experience

- BUS 2010, Managerial Microeconomics, Introductory undergraduate class, University of Utah, taught in Fall 2008, 2009, and 2010.
- FINAN 3050, Introduction to Investments, Introductory undergraduate class, University of Utah, taught in Spring 2004, Fall 2004, Fall 2005, Fall 2006, Fall 2007, Fall 2008, and Spring 2011.
- FINAN 7800/7810, Financial Economics I and II, Ph. D. Class, University of Utah, taught in Fall 2004, 2005, 2006, 2007, 2008, 2009, and 2010.

Departmental Service

Finance Honors Program Academic Supervisor, 2006-present.

Finance Seminar Series Organizer, 2004-2005.

Other Professional Activities and Memberships

Member of American Finance Association; European Finance Association.

Ad-hoc referee for American Economic Review, Annals of Finance, Econometrica, European Economic Review, Financial Management, Financial Review, Journal of Banking and Finance, Journal of Economic Theory, Journal of Finance, Journal of Financial Markets, JFQA, Management Science, Review of Economic Studies, Review of Financial Studies, and Review of Finance.

Other Information

Citizen of USA and Bulgaria.

Fluent in English and Bulgarian; Proficient in Russian.

4